

Attributive Words Used in Tourism Online News

Lisetyo Ariyanti

Universitas Negeri Surabaya, Indonesia

Abstract

This research has presented the use of attributive words in tourism online news in Indonesia that is thejakartapost.com. The research questions are what are the attributive words used in Tourism Media Online and how do attributive words contribute to the Tourism Media Online. The attributive words were analyzed based on the theory from Huddleston & Pullum (2005), Huddleston (1984), and Yule (2014); while the attributive functions were based on Kullenberg (2016). The research method was qualitative method since the data being analyzed in the words and sentences form, and the results were elaborated based on the form of words and sentences. The results show that there are three forms of attributive words, they are attributive adjective, attributive noun, and attributive verb. Those three attributive forms are contributed by four attributive functions, they are classifiers, identifiers, descriptors, and stipulators. Each function has different forms that specify into conceptual and communicative purpose. The interesting result has found that there are two specific cases, they are a syntactical case of compound attributive words and stipulator function marker. The syntactical case is found in the attributive words that have sub-referential words and main referential words. The second finding is related to how the stipulators are complied with by one attributive function.

Keywords: referential words, attributive words, attributive functions Tourism media online, thejakartapost.com.

1. Introduction

Talking about language is also similar to talk about linguistics as the study of a language including syntax, morphology, semantics, pragmatics, discourse analysis, etc. the focus of this study is about the pragmatic approach and a little bit of syntax. Pragmatics, as claimed by George Yule (1996), is the study of what speakers mean, or speaker's meaning. When a speaker is uttering something, the speaker has a message in his/her mind that he/she expects the listener to understand the speaker's message. If the listener does not catch the speaker's message, the conversation will be worthless because the crucial message of the speaker cannot be transferred as well as it breaks the function of language. Furthermore, the preceding explanation shows it is necessary to study further about the speaker's meaning.

One aspect of pragmatics known as reference is the use of language to show a speaker's targets and the speaker's ideas. Also, Reference has another meaning as a technique in how the speaker assists the listener to determine things the speaker's meanings using linguistic forms. In other words, Reference is indeed part of Pragmatics. Referring expressions are the linguistic forms that contain a proper noun, definite noun, indefinite noun, and pronoun.

In real life, people also use referential expressions to refer to the things around them in spoken and in written contexts. The use of these referential expressions is also used for special reasons, for example in advertisements, in political speeches or talks, texts that are addressed to certain readers or audience. This research discusses the ideas of how referential expressions are used in special text like tourism articles in online news. The referential expressions of tourism places are supported by words, phrases, and sentences that help the readers understand the intended meanings of those referential expressions. In identifying or defining these referential expressions, the words, phrases, and sentences play the role of attributive words that attribute the preceded referential words. Based on these contributing attributive words, this research presents the research questions as follows:

1. What is the form of attributive words used in Tourism Media Online based on Huddleston & Pullum (2005), Huddleston (1984), and Yule (2014)?
2. How do attributive words disclose their functions in the Tourism Media Online based on Kullenberg (2016)?

2. Literature Review

In this part, it presents the linguistics terms that underlie the analysis of attributive words. The first explanation is based on the Pragmatics definition. Pragmatics shows that understanding referential expressions is part of it since both of them concern with how the speaker or the writer gives meaning from their utterances. The next statements are followed by explaining that in referential expressions, they are also accompanied by attributive words. The details of those explanations can be seen in the following parts.

2.1 Pragmatics

Pragmatics explains the interpretation of what people mean in a particular context and how context can influence what is said. It considers how the speaker organizes what they want to say following who they are talking to when the conversation happens, and under what circumstances. This study also explains how the listener can carry out and interpret the speaker's intended meaning. If the participants are part of the same group, they can assume the same mutual knowledge as the other group members (Cutting, 2002), and groups with mutual vary in size. This study has a great deal with people's interaction to recognize the parts of human communication. Here pragmatics occupies between linguistics, cognitive, and social development. Meaning is what people learn how to make sense of each linguistically. People should know about other's intended meaning, their assumption, their purpose or goal, and the kinds of actions that they are performing when they speak.

Pragmatics considers context as the feature. It means that the meaning can be explained by knowledge of the physical and social world, and the socio-psychological factors influencing communication, as well as the knowledge of time and place in which the words are uttered or written (Yule, 1996). The speaker's / the writer's meaning is independent of assumptions of knowledge that are shared by the speaker/ writer and the hearer / the reader. The speaker/ the writer constructs the linguistics message and intends/implies meaning and the hearer/ the reader interprets the message and infers the meaning.

As Yule's statement (1996), some points are involved in pragmatics studies, such as deixis, reference and inference, presupposition and entailment, implicature, politeness and so on. However, this research only discusses referential expression especially attributive words and their functions in tourism media online. Thomas (2013) explains that generally, Pragmatics dealt with the speaker's meaning when people do not always or even usually say what they mean. This can be seen when a person says "It's hot here" has the meaning of a request to open the window instead of only informing the temperature of the room. Understanding the speaker's meaning covers many social aspects in many disciplines and it concerns the intended focus of the speaker. That is why the referring speaker's meaning can evoke ambiguity. Based on this reason, again, Thomas (2013) notes that referring to what the speaker means can include possible senses of a word or phrase. These possible senses are contextualized or co-textualized by the words that attribute the reference itself. From this point, analyzing attributive words discloses a pragmatic approach, since the attributive word is part of referential expressions. It is because in analyzing referential expressions, a reference can be misled to wrong perception which speakers/writers do not intentionally mean to. This pragmatic approach is suitable to analyze the attributive words of referential expression in tourism online media since the attributive words are related to names of places, descriptions, and suggestions. Based on the attributive words in tourism online media, tourism spots will not cause a misleading description that can disappoint the tourists.

2.2 Referential Expressions

In *The Study of Pragmatics*, Yule affirms reference as an act by which the speaker (or writer) uses language to enable a listener (or reader) to identify something (1996:131). For further knowledge, Yule also states that the word choice (or linguistic form) that is uttered by the speaker from one speaker to another might have a different meaning. This could be meant that the meaning depends on the speaker. To perform a reference, the speaker can use a referring expression. In pragmatics, the linguistic form of reference is called a **referring expression**.

2.3 Attributive words

A more brief explanation from H.W. Fowler's *Modern English Usage* states attributive in grammatical work, "that express an attribute": normally an adjective placed immediately before a noun (77) and then, In English grammar, attributive uses as a modifier of a sentence especially adjectives, verb, and nouns. Moreover, attributive appears at the beginning of a noun. Many sources only take a deep look at the attributive type as an adjective. However, the types of attributive are three. There are attributive nouns, attributive verbs, and attributive adjectives (to be believed). Far from these kinds of attributive (in grammar), in Pragmatics there is an attributive use in the field of reference.

Attributives in a journal entitled *Attributive and their Modifiers* by Samuel C. Wheeler III says that attributives have a function to connect an individual to a class of and individual (categorizing) and to what an individual belongs (315).

This newspaper article tells about climate change (attributive noun)

An energetic dancer is needed in the next show (attributive adjective)

My sleeping classmate just left the class (attributive verb)

2.4 Attributive use

In language, there are two uses of definite description and what is in the user's mind is attributive and referential. The user is a speaker who uses definite descriptions to declare whoever or whatever is so-and-so and also to say something about that person or thing. This statement is postulated by Keith Dinnelan (1931-2015) a philosopher of language.

Depending on the function of this tourism online news to compare the condition of the city, the use of attributive indefinite NPs will explain referential use in this tourism online news. In this way that the reader also knows the purpose of the tourism news. This tourism news is a challenge for readers if they do not know the contents.

The use of attributes in this tourism online news is very important to clarify the contents of the news. An attributive use of is one of these situations in which we expect and

intend our audience to realize whom we have in mind when we speak of Smith's murdered and most importantly to know that it is this person about whom we are going to say something that started by Smith's Murdered.

Next, based on suppose your audience believes that an attributive use to audience know that you are talking about. The function of an attributive indefinite NPs is to make the reader/listener wonder and will explore more.

2.4.1 Attributive Noun

Yule (2014) explains that in traditional grammar, there is a category in a sentence that is conveyed by parts of speech. These parts of speech encompass nouns, adjectives, verbs, adverbs, prepositions, and articles. In other words, a noun can play the role that modifies the anaphora of a noun phrase. Moreover, this attributive noun can be considered as additional description of another noun.

Example:

Table 1. Example of attributive noun

Sport Car	Chocolate in a chocolate factory
Women Leader	Australian in Australian people
Cellular Phone	Marriage Certificate

2.4.2 Attributive Verb

Attributive verbs are verbs that are adjective acts as. This attribute verb can also be called a verbal adjective. Huddleston (2002) said that this attribute verb is a verb that acts as an adjective. The attributive verb is also called as a verbal adjective. This can be participle V + ing, past perfect, and to + infinitive. Huddleston (1984) notes that the deverbal and verbal verb is different, however, the distinction does not make it impossible for deverbal to be used attributively. It can be seen in the example in the table below:

Table 2. Deverbal noun vs. verbal noun

Deverbal Noun	Verbal Noun
I have a very annoying classmate	A man waiting for you is on the side of the road
	The girl shot last night is my girlfriend
The skating boy won a medal (used attributively)	This is a park to play skate-board
Three barking dogs are caught by the police (used attributively)	

2.4.3 Attributive Adjective

Attributive as a grammar function is usually as clarification, description, and identification. In a sentence usually, one adjective appearance can do more than one role (Kullenberg, 2016). An adjective, which appears in the first place before the verb, has a

character as an attributive adjective (Huddleston & Pullum, 2002). But the adjective that appears after the verb is called a predicative adjective. The indicators of the attributive adjective are an adjective functioned. Example: beautiful, mockery, ugly, the richest. Notably, attributive adjectives always appear before a noun and are usually called a modifier (pronominal adjective). In conclusion, the difference between an attributive adjective and a predicative adjective is that it appears after a verb or linking verb.

Table 3. Different example of Predicative adjective and Attributive adjective

Predicative Adjective	Attributive Adjective
The man is handsome	The handsome man is a standup
The child is cute	The cute child is playing

2.5 Attributive Adjective Functions

It has been explained above that attributive words are distinguished into three forms, they are attributive adjectives, attributive noun, and attributive verb. However, all of the attributive words are considered as attributive adjectives. In English grammar, an *attributive noun* is a noun that modifies another noun and functions as an adjective; also known as a *noun premodifier*, a *noun adjunct*, and a *converted adjective*. Whereas, an attributive verb is a verb that modifies (expresses an attribute of) a noun in the manner of an attributive adjective, rather than expresses an independent idea as a predicate.

Kullenberg (2016) presented that Warren's postulation of three functions of adjectives is the form of attributive function related to the syntactic systematical premodifier. In her paper, Kullenberg postulated that Warren has conditionalized the function of the attributive adjective to identify, classify or describe their referential words. In short, Warren postulated that attributive words function as identifiers, classifiers, and descriptors.

However, based on those of Warren's three functions, Kullenberg has proved that some attributive words cannot be put in those three categories. Those attributive words are explained as they are all restrictive and non-descriptive, without being either classifying or identifying. Other attributive words are also defined as simultaneous functions. At the final analysis, she postulated that there is one function, stipulating or as stipulators. Kullenberg has resulted that there are four functions of attributive words. In her alternative analysis, she also has resulted that those four functions that in discourse adjectives function simultaneously on two different levels - the **conceptual** and the **communicative** level respectively. The details are:

2.5.1 Conceptual Function: Conceptual functions are to do with what words themselves do, that is, what kind of conceptual structure they conjure up in the mind of the addressee. As such, they are quite unaffected by particular speech situations.

2.5.1.1 Classifiers: are claimed to differ from descriptors in that they somehow restrict the range of the head noun; the former restricts semantic range, pointing to a subcategory, and the latter restricts reference, indicating a certain referent or group of

referents within the class denoted by the noun. An example of a typical classifier is *polar* in *I saw some polar bears at the zoo*, where *polar* indicate a subcategory within the class of bears.

2.5.2 Communicative Function: are to do with what the speaker does, that is, for what communicative purposes (s)he uses a certain word in a certain situation. Consequently, communicative functions are highly dependent on the speech situation at hand.

2.5.2.1 Descriptors: are seen as optional elements adding extra, nonrestrictive information. An example of a typical descriptor is *cuddly* in *I saw some cuddly teddies*, where the adjective simply adds descriptive information about the teddies in question.

2.5.2.2 Identifiers: An example of a typical identifier is *red* in *Give me the red book*, where *red* “picks out” the intended referent from the class of books (or rather, from a contextually determined set of books).

2.5.2.3 Stipulators: is to use the adjective to stipulate what something should be like for the utterance to apply to it. The example is in this sentence “It is often a good idea to have several *very small* aquaria”. It could perhaps be argued that the adjectives “small” could be elicited with the question *What kind? - What kind of aquaria should we use?* Although we often use the word *kind* when we ask about something, we don’t necessarily expect the response to be about the kind (class). It seems that a slightly more reliable test (which still depends on intuition, just as the eliciting question test does) is to ask our selves if something constitutes a particular category. So, aquaria are not classified into sub-categories based on their size

3. Research Framework:

3.1 Research Design

Based on the research questions in the introduction part, this research is aimed to investigate the attributive words in the tourism online media language which enhance the online media in explaining the tourism places. The first evidence was collected from thejakartapost.com in the set of words and phrases rather than percentages. A qualitative approach was chosen to analyze the attributive words as the devices explaining referring expressions of a proper noun, definite noun, indefinite noun, and pronoun; and the functions of those attributive words in contributing the discourse itself. The analysis was connected to the way how attributive words can function in enhancing the strength of tourism places.

3.2 Data & Source Data

The details of this study were the utterances in forms of words, phrases, or sentences which were taken from thejakartapost.com specifically in the tourism part. Source of data was in the form of tourism news which has attributive words that explain the referential words of tourism places that were published in 2019.

3.3 Data Collection Technique

According to Marshall (2006:97), there are four techniques for collecting data in qualitative research: participation in setting up, direct observation, in-depth interviewing and observation of documents and material culture. The research was used to collect data from the direct-observation and in-depth observation of documents and material culture because the data were collected from tourism online media which explain the condition of tourism places in certain areas including the cultural context that support that tourism places.

Table 4. The Theories Used to Answer Research Questions

Research Question	Specific Aspects
RQ-1: What are the attributive words used in tourism media online?	The theories are taken from various sources: <ol style="list-style-type: none"> 1. Attributive adjective (Huddleston & Pullum, 2005), for example, <i>An energetic dancer is needed in the next show</i> 2. Attributive noun (George Yule, 2014), for example, <i>The park area has been opened this weekend.</i> 3. Attributive verb (Huddleston, 1984), for example, <i>My sleeping classmate just left the class</i>
RQ-2: How do the attributive words contribute the tourism media online	Kullenberg (2016): There are two-level functions of attributive adjectives: <ol style="list-style-type: none"> 1. Conceptual level: attributive function as classifiers 2. Communicative level: attributive function as descriptors, identifiers, and stipulators.

This research elaborated on the theories that explain the attributive adjective conveyed by Huddleston & Pullum (2002), attributive verb conveyed by Huddleston (1984), and attributive noun explained by Yule (2014). The attributive noun is explained by Yule (2014) that in traditional grammar, the words in the phrase are categorized grammatically into parts of speech. parts of speech deliver that explain the attributive adjective. The attributive adjective is signaled with an adjective that appears in the first place before the verb has a character as an attributive adjective (Huddleston & Pullum, 2002). The indicator of the attributive adjective is an adjective functioned. The sentence (1) below demonstrates how attributive adjective has its position in the noun phrase “gorgeous beaches”. The attributive adjective is noted by the word “gorgeous”.

- (1) It may not have gorgeous beaches to swim in or challenging mountains to hike, but it still offers plenty of interesting activities for tourists.

This attribute verb can also be called a verbal adjective. Huddleston (2002) said that the indicator of an attributive adjective is the verb functioned. The role of attributive is to describe the main noun. Sentence 1 also has notifications of attributive verbs which can be seen in the noun phrase “challenging mountain” and “interesting activities”. The

attributive verbs of those noun phrases are “challenging” and “interesting” since they are the verbs that act attributively toward their anaphor. The attributive noun is an additional noun that describes another noun that acts as an object or a subject. The attributive noun in sentence 2 notes that the word “Lombok” signifies the anaphora “signature”. “Lombok” is a noun since it is the name of an island.

- (2) Other areas of Selangor are home to a weaving art center, where visitors can purchase accessories and see local women weave Lombok’s signature woven cloth using local patterns

Those three attributive word forms can have different functions based on Kullenberg (2016), they are classifiers, descriptors, identifiers, and stipulators. Each of those attributive words may function differently based on the anaphora words that follow. The attributive “gorgeous” functions as identifiers since there are many beaches in the islands but the intended beaches are signified with “gorgeous”. This word does not function as descriptors since it does not describe the condition of the beaches nor classifiers since it does not signify the class of beaches. The attributive verb “challenging” functions as stipulators since “challenging” basically has the word “challenge” that shows action. This function brings the ideas to the readers that the “mountain” challenges the tourists to hike or to visit. The word “Lombok” functions as an identifier since it is a proper noun of an island.

3.4 Data Analysis Technique

There were six steps applied in data collecting procedure:

- 1) Selecting the articles related to tourism in thejakartapost.com especially in the tourism menu.
- 2) Downloading the articles related to tourism from thejakartapost.com
- 3) Reading every article
- 4) Identifying the referential words mentioned in the articles.
- 5) Identifying attributive words that are attributing referential words.
- 6) Identifying, explaining, and summarizing the types of attributive words that are attributing the referential words based on the theory of Huddleston & Pullum (2005), Yule (2014), Huddleston (1984).
- 7) Identifying, explaining, and summarizing the functions of attributive words that are attributing the referential words based on the theory of Kullenberg (2016).
- 8) Discussing and interpreting the summary of the answer to research question 1 & research question 2.
- 9) Explaining the conclusion of the part of the research.

4. Data Analysis:

4.1 The types of Attributive Words

4.1.1 Attributive Adjective

The following sentences present the examples of attributive adjective data taken from thejakartapost.com

- (1) Tucked away in the south of Maluku, *Indonesia's remote spice islands* are a destination far off the beaten path
- (2) You can hike *a still-active volcano* and snorkel over *coral-encrusted lava flow* one day, then visit a 17th-century fort and 300-year-old ruins the next. Once part of the renowned *Spice Routes*, the history of these islands is fascinating
- (3) *A lush village* nestled in Kelor hamlet, Bangunkerto village, Sleman regency, Kelor tourist village is home to farmers and food producers who cultivate mushrooms and plant snake fruit.

Table 5. Analysis of Attributive Adjective

No	Referential Words	Attributive Words	Source
1	Indonesia's remote spice islands	destination far off the beaten path	www.thejakartapost.com/travel/2019/09/03/10-great-reasons-to-visit-the-banda-islands.html
2	(a) Spice Routes (b) a still-active volcano (c) coral-encrusted lava flows	(a) Still-active (b) coral-encrusted	www.thejakartapost.com/travel/2019/09/03/10-great-reasons-to-visit-the-banda-islands.html
3	A lush village	lush	www.thejakartapost.com/travel/2019/08/17/yogyakarta-offers-immersive-experience-in-these-five-tourist-villages.html

The referential words in sentence (1) are Indonesia's remote spice-islands which is indefinite since there are many islands in Indonesia. This noun phrase is attributed by the attributive adjective "far off". The words "far off" helps the readers recognizing the islands by mentioning the position of those remote islands.

The referential words in that sentence (2) have three referential words, they are Spice Routes, a still-active volcano, coral-encrusted lava flows. Each of these referential words is attributed by "still-active" and "coral-encrusted". These two attributive phrases are the attributive adjective since they describe the condition of the volcano and the lava flows. The interesting things are these two referential expressions which have an attributive word for each of them that contribute to the referential words "Spice Route" attributively.

The sentence (3) has the referential word "a lush village". This referential word is attributively contributed by the word "lush". This "lush" word is the adjective word that stipulates the readers in the condition of that village.

4.1.2 Attributive Noun

The attributive nouns that are used in thejakartapost.com are representatively disclosed in the following sentences:

- (4) The real draw though is the dense schools of fish and the sheer variety of marine life you can find.
- (5) The temple compound on the slope of Mount Lawu, Karanganyar, Central Java, is a relic of that final period.
- (6) Typical outdoor activities including the flying fox, camping and trekking, and visitors can opt to spend the night at village inns or in homestays.

Table 6. Analysis of Attributive Noun

No	Referential Words	Attributive Words	Source
4	(a)the dense schools of fish (b)the sheer variety of marine life	(a)Dense schools (b)the sheer variety	www.thejakartapost.com/travel/2019/09/03/10-great-reasons-to-visit-the-banda-islands.html
5	Mount Lawu	The slope of Mount Lawu	www.thejakartapost.com/travel/2019/09/01/strolling-through-the-ages-in-surakarta.html
6	Typical outdoor activities	outdoor	www.thejakartapost.com/travel/2019/08/17/yogyakarta-offers-immersive-experience-in-these-five-tourist-villages.html

In sentence 4, the referential words are “the dense schools of fish” and the sheer variety of marine life”. Both of them are in the form of definite words. However, a definite word cannot be easily described if it is not explained further. So, the word “fish” is attributed by “the dense schools”, while the word “marine life” is attributed by the words “the sheer variety”. The attributable type is an attributive noun since “schools” and “variety” is noun grammatically. The special form in this attributive words is, this attributive words also have included attributive words that contribute the words “schools” and “variety”, they are “dense” and “sheer”. These “dense” and “sheer” are attributive adjectives. In this data, it can be said that the referential expressions have compound attributive words that sustain each other.

Sentence 5 has the referential word “Mount of Lawu”. This referential word is the form of the definite word. This definite word is strengthened by the attributive noun “slope”. The word “slope” classify “Mount of Lawu” position to the mount, which certain spots around the mount is not always on “the slope” of a mountain – it could be at the end of the slope or close to the crater of the mountain.

The attributive word in sentence 6 is “outdoor” in the form of the noun, so it is called an attributive noun. This attributive word contributes to the word “activities” referentially. The attributive noun classifies the activities that may have other activities like “indoor” activities.

4.1.3 Attributive Verb

The sentences below demonstrate the role of an attributive verb that reveals the ideas of how a noun can do an act.

- (7) Enter Yogyakarta, home to the breathtaking Parangtritis Beach and major shopping street Malioboro, which is located at the heart of the city
- (8) This is a 150-acre mangrove center, 15 percent owned by the city administration and another 85 percent owned by private parties
- (9) In addition to ancient buildings adorned with European architecture, tourists can also explore water canals like in Amsterdam.
- (10) During their stay, holidaymakers can rent motorcycles or cars to explore the island

Table 7. Analysis of Data 7

No	Referential Words	Attributive Words	Source
7	(a)breathtaking Parangtritis Beach (b)major shopping street Malioboro	(a)breathtaking (b)shopping	www.thejakartapost.com/travel/2019/08/17/yogyakarta-offers-immersive-experience-in-these-five-tourist-villages.html
8	mangrove center, 15 percent owned by the city administration	owned	www.thejakartapost.com/travel/2019/09/14/a-glance-at-the-wetlands-of-east-kalimantan-from-the-somber-river-graha-indah-mangrove-center.html
9	ancient buildings adorned with European architecture	adorned	www.thejakartapost.com/travel/2019/09/07/cities-to-visit-by-train-from-jakarta.html
10	motorcycles or cars to explore the island	to explore	www.thejakartapost.com/travel/2019/12/05/nusa-penida-named-best-destination-for-backpackers-to-visit-in2020.html

The referential phrases in sentence (7) are attributed by continuing verbs. The referential phrase “breathtaking Parangtritis Beach” is attributed by “breathtaking”, while “major shopping street Malioboro” is attributed by “shopping”. These attributive

words are in the form of a verb, so they are attributive verbs. The attributive “breathtaking” and “shopping” help stipulating the readers that the nouns (referential phrases) could do actions based on the attributive words.

In sentence (8), the referential words are “mangrove center 15 percent owned by the city administration”. This referential phrase is attributed to the word “owned”. The form of this attributive word is a verb, so it is called an attributive verb. The structure of this attributive word is after the referential phrase. This attributive verb identifies the village itself.

In sentence (9), the referential words are “ancient buildings adorned with European architecture”. This referential phrase is attributed to the word “adorned”. The form of this attributive word is a verb, so it is called an attributive verb. The structure of this attributive word is after the referential phrase. This attributive verb identifies the buildings.

Sentence (10) has the referential word “motorcycles or cars”. This referential word is the form of the indefinite word. This indefinite word is strengthened by the attributive noun “to explore”. The word “to explore” classify “motorcycles or cars” function as vehicles that could be ridden. This attributive word is in the verb form that caused it to be called an attributive verb.

4.2 The Function of Attributive Words

Table 8. The Function of Attributive Words

Conceptual		Communicative					
Classifier		Identifier		Descriptor		Stipulator	
Form/Type	Referential	Form/Type	Referential	Form/Type	Referential	Form/Type	Referential
Adjective	Still-active volcano	Adjective	A lush village	Adjective	Far off path	Verb	Breathtaking beach
Noun	Outdoor activities	Noun	The slope of Lawu Mountain	Adjective	Coral-encrusted lava flows	Verb	Shopping street
Verb	Owned by	Verb	Adorned with	Adjective	The dense schools of fish	Verb	To explore the island
				Noun	The sheer variety		

4.2.1 Conceptual Function

As it has been mentioned in the literature review part that conceptual function is based on how the attributive words can conceptualize the meaning toward the referential word. Kullenberg (2016) postulated that classifiers are demanding conceptual function. The attributive words “far off”, “still active”, “coral-encrusted”, and “lush”

conceptualize their referents based on their conceptual meaning that relies on its lexical concept.

4.2.1.1 Classifier

The attributive words that function as classifiers can be found in these referential words like “still-active volcano”, “outdoor activities”, and “owned by the city administration and another 85 percent owned by private parties”. Each of these classifiers has a different form of their types. “still-active volcano” has the attributive adjective “still-active” that contributes to the referential word “volcano”. These attributive words classify the other subclass of the volcano which is “non-active” of “volcano”. “Outdoor activities” have the form of attributive noun “outdoor” that contributes to the referential word “activities”. This “outdoor” attributive word emerges the other class toward “indoor”. While “owned by the city administration and another 85 percent owned by private parties” has the form of attributive verb “owned by” that contribute the referential word “the city administration” and “private parties”. The function of the classifier in these attributive words is mainly based on the conceptual function postulated by Kullenberg. It is said that conceptual functions are to do with what words themselves do, that is, what kind of conceptual structure they conjure up in the mind of the addressee. As such, they are quite unaffected by particular speech situations. Like “still-active” has a conceptual function to the addressee that something is still alive and it has not died.

4.2.2 Communicative Function

Again, Kullenberg (2016) postulated that communicative function covers three attributive functions, they are descriptors, identifiers, and stipulators. The writers of the tourism articles have purposes in using certain words in a certain situation. The certain attributive words can be seen in referential words “coral-encrusted lava flows”. The attributive words “coral-encrusted” have been chosen to enhance the purpose of the tourism articles that is to describe the lava flows.

4.2.2.1 Descriptors

The attributive words that appear in this descriptor function are “far off path”, “coral-encrusted lava flows”, “the dense schools of fish”, and “the sheer variety”. Each of these attributive words attributes the referential words that have a different form in the syntactical term. “Far off path” has the attributive word “far off” to attribute “path”. The form of this attributive word is an adjective that provides descriptive information of “path”. “Coral-encrusted lava flows” has the attributive word “coral-encrusted” which is also in the adjective form that its “coral-encrusted” describes the referential word “lava flows”. Another attributive adjective is “the dense” that describes the referential word “schools of fish”. One descriptor that in the form of the attributive noun is “the sheer” that attributes the referential word “variety”. The attributive words “far off”, “coral-encrusted”, “dense”, and “sheer” have given additional ideas of the descriptive subject.

When the referent words have been described by the attributive words “far off”, “coral-encrusted”, and “dense”, the referential words become clearer.

4.2.2.2 Identifiers

The attributive function of identifiers is complied with by the words “a lush village”, “slope of Lawu Mountain”, and “ancient building adorned with European architecture”. The attributive adjective “lush” identifies a village that has the condition of “lush”. The attributive noun “slope” has aided the readers to identify the part of Lawu Mountain that it might commonly have another part of a mountain. The attributive verb “adorned with” may identify a certain building that has that European architecture. All of these three attributive words are functioned as identifiers since they adhere to the referential words in the sentence. When the referential words are identified, it would be clear which referent that is meant.

4.2.2.3 Stipulators

The stipulators of the referential words “breathtaking beach”, “shopping street”, and “motorcycles and cars to explore the island” has the attributive words of each. The referential words “breathtaking beach” has the attributive word “breathtaking”. The attributive word form is the attributive verb. The referential words “shopping street” have the attributive word “shopping”. The attributive word form is the attributive verb. The referential words “motorcycles and cars to explore the island” have the attributive word “to explore the island”. The attributive word form is the attributive verb. These three attributive words are functioned as stipulators since they stipulate what something should be like for the utterance to apply to it. It means “the beach” should be like “breathtaking”, in this way it will make the people think that “the beach” can do “breathtaking” to them. The same understanding goes to the word “shopping” and “to explore” that stipulate the readers a street is a place where people can do the shopping and exploring the island could be done by riding motorcycles and by cars.

Table 9. Attributive Words and Their Functions in Tourism Online News

Attributive Form	Source						Attributive Function	Total Number of each Attributive Function
	(1)	(2)	(3)	(4)	(5)	(6)		
Attributive Adjective	19	18	6	11	25	41	Classifiers	53
							Descriptors	39
							Identifiers	28
							Stipulators	-
Total Number of Attributive Adjective	120							120
Attributive Noun	15	23	9	7	18	8	Classifiers	22
							Descriptors	14

							Identifiers	44
							Stipulators	-
Total Number of Attributive Noun	80							
Attributive Verb	7	3	1	2	6	7	Classifiers	-
							Descriptors	-
							Identifiers	-
							Stipulators	26
Total Number of Attributive Verb	26							26
Total Number of Attributive Words	226							226

List of Source:

- (1) www.thejakartapost.com/travel/2019/08/17/yogyakarta-offers-immersive-experience-in-these-five-tourist-villages.html
- (2) www.thejakartapost.com/travel/2019/09/01/strolling-through-the-ages-in-surakarta.html
- (3) www.thejakartapost.com/travel/2019/12/05/nusa-penida-named-best-destination-for-backpackers-to-visit-in2020.html
- (4) www.thejakartapost.com/travel/2019/09/07/cities-to-visit-by-train-from-jakarta.html
- (5) www.thejakartapost.com/travel/2019/09/14/a-glance-at-the-wetlands-of-east-kalimantan-from-the-somber-river-graha-indah-mangrove-center.html
- (6) www.thejakartapost.com/travel/2019/09/03/10-great-reasons-to-visit-the-banda-islands.html

The table above shows that 226 attributive words are used in the six sources of tourism media online which were published by thejakartapost.com. The total number of attributive adjectives has the most number of 120, while the total number of attributive nouns is 80, and the total number of attributive verbs has the smallest number of 26. Attributive adjectives and attributive nouns do not have any stipulators function, but they still have the function as classifiers, descriptors, and identifiers. Attributive verbs have the only function as stipulators and do not have any functions as classifiers, descriptors, and identifiers.

5. Discussion: Syntactical case and Stipulator Function Marker

The discussion part presents the interesting findings from the analysis. They are the syntactical case of compound attributive words and the stipulator function marker. The syntactical case is found in the attributive words that have sub-referential words and main referential words. The second finding is related to how the stipulators are complied with by one attributive function.

5.1 Syntactical case of compound attributive words

Take a look in the transcript below:

You can hike a still-active volcano and snorkel over coral-encrusted lava flow one day, then visit a 17th century fort and 300-year-old ruins the next. Once part

of the renowned Spice Routes, the history of these islands is fascinating.

The sentences below consists of two sentences. The first sentence contains the ideas of sub-referential words, while the second sentence contains the main referential word. The sub-referential words in the first sentence are “a still-active volcano” and “coral-encrusted lava flows”. Each of them has different attributive words. The referent “volcano” has the attributive adjective “still-active” and the referent “lava flows” has the attributive adjective “coral-encrusted”. They also have differences in the function. The attributive adjective “still active” functions as a classifier, while the attributive adjective “coral-encrusted” functions as a descriptor. The interesting idea is these two sub-referential words compound the other referential word in the second sentence that is “Spice Routes”. Both referential words “a still-active volcano” and “coral-encrusted lava flows” proceed with the main referential word “Spice Routes”. In this way, those two sub-referential words are in the attributive form of noun considering the last word “volcano” and “lava flows”.

Table 10. The Syntactical Compound Attributive Words

Sub-referential words		Main referential word	
Referential words	Attributive words	Referential words	Attributive words
a still-active volcano	still-active	Spice Routes	a still-active volcano
coral-encrusted lava flows	coral-encrusted		coral-encrusted lava flows

5.2 Attributive Verb as the Stipulator Marker

The stipulation markers involve the same attributive form of a verb. The referential words “breathtaking beach”, “shopping street”, and “motorcycles and cars to explore the island” have the same attributive form that is an attributive verb. It has been mentioned in the literature review that stipulators that are assigned to establish the referential words should be like the attributive words. The term “should be like” in this stipulator’s function is constructed by the verb form, not the adjective form of the noun form. The stipulating ideas in these attributive words adhere basically to the verb form. The verb is the attributive word that grammatically works as a predictive role in a sentence. Based on this understanding, the meaning of the referential word could be accomplished by pursuing a predicative position in a sentence; which in this way the verb form can potentially stipulate the readers.

6. Conclusion

Based on the research questions: what are the attributive words used in Tourism Media Online and how do attributive words contribute to the Tourism Media Online. This research has come up with three findings. First, the attributive words have three forms, they are attributive adjective, attributive noun, and attributive verb. The attributive

adjective can be seen in the “far off”, “still-active”, “coral encrusted”, and “lush”. The attributive noun can look at “dense”, “sheer”, “slope”, and “outdoor”. Meanwhile, the attributive verb can be found in “breathtaking”, “shopping”, “owned by”, “adorned with”, and “to explore”. The second finding is the function of attributive words that cover the attributive words into classifiers, identifiers, descriptors, and stipulators. The classifiers are “still active”, “outdoor”, and “owned by”. The identifiers are “lush”, “slope”, “adorned with”. The descriptors are “far off”, “coral-encrusted”, “dense”, and “sheer”. The stipulators are “breathtaking”, “shopping”, and “to explore”.

The third finding is the special one that postulates two ideas, they are syntactical cases of compound attributive words and stipulator function marker. The syntactical case has proved that the attributive words may attribute two kinds of referential words based on their position in the sentences; they are sub-referential words and main referential words. This third finding also covers the special role of attributive verb in stipulators function. All of the attributive forms are in the verb form, not in the noun or the adjective form.

References

- Cutting, Joan. 2002. *Pragmatics and Discourse: A Resource Book for Students*. New York: Routledge.
- Donnellan, K. S. 1966. *Reference and Definite Descriptions*. *The Philosophical Review*, 75 (3), p. 281. DOI:10.2307/2183143
- Huddleston, R. 1984. *Introduction to the Grammar of English*, pp. 100. Cambridge University Press
- Huddleston, Rodney, and Geoffrey K. Pullum .2002. *The Cambridge Grammar of the English Language*. Cambridge: Cambridge University Press.
- Kullenberg, Helena. 2016. *Functions of Attributive Adjectives in English*. *The English Journal* 53 (8), p. 580. Publisher: National Council of Teachers of English
- Thomas, Jenny. 2013. *Meaning in Interaction: An Introduction to Pragmatics*. Routledge, USA: Taylor and Francis Group.
- Wheeler III, Samuel.C. 1972. *Attributive and Their Modifiers*. Blackwell Publishing: *Noûs*, Vol. 6, No. 4 (Nov. 1972), pp. 310-334
- Marshall, Catherine & Gretchen B. Rossman. 2006. *Designing Qualitative Research. 4th edition*. Thousand Oaks: Sage Publications
- www.thejakartapost.com/travel/2019/12/05/nusa-penida-named-best-destination-for-backpackers-to-visit-in2020.html
- www.thejakartapost.com/travel/2019/09/07/cities-to-visit-by-train-from-jakarta.html
- www.thejakartapost.com/travel/2019/09/14/a-glance-at-the-wetlands-of-east-kalimantan-from-the-somber-river-graha-indah-mangrove-center.html
- www.thejakartapost.com/travel/2019/08/17/yogyakarta-offers-immersive-experience-in-these-five-tourist-villages.html
- www.thejakartapost.com/travel/2019/09/01/strolling-through-the-ages-in-surakarta.html
- www.thejakartapost.com/travel/2019/09/03/10-great-reasons-to-visit-the-banda-islands.html
- Yule, George. 2014. *The Study of Language*. 5th edition. UK: Cambridge University Press.
- Yule, George.1996. *Pragmatics*. Oxford: Oxford University Press.